

## NEVER-SEARCH Custom Email Program Overview

### Email Positions and Counts

The table below shows a listing of the position categories that are available to choose from in our database, along with the email address counts at US and Canadian golf courses.

<b>Abbrev</b>	<b>Num of Emails for Golf Clubs by Category</b>	<b>CAN</b>	<b>US</b>
CEO	President / CEO / Owner	334	3648
GM	General Manager	823	12690
CM	Club Manager	144	468
aGM	Assistant GM	41	211
DOG	Director of Golf	225	5864
DOI	Director of Instruction	50	1440
hPro	Head Pro	727	17326
Pro	Pro - clubs may have more than one	62	6231
aPro	Assistant Pro - clubs may have more than one	307	12250
Buyer	Proshop buyer	70	1132
Proshop	Proshop buyer - course emails addressed to the proshop	218	936
Info	Designated info email. Often formatted as info@, golfcourse@, golf@, play@, or XYZgc@abc.com. It may also be the only email for a course's website. This typically reaches the GM, head Pro or overseer of the course or pro shop, and can be provided with the name of the GM, hPro, Super, CEO or business contact.	1862	8008
Contact	Designated business contact	16	12870
Instr	Instructor - clubs may have more than one	250	17142
PGA	PGA Members without an identified course position	0	1445
Super	Superintendent - clubs may have more than one	1322	16247
aSuper	Assistant Superintendent - clubs may have more than one	142	5159
Tourn	Tournament coordinators	122	605
Events	Tournament, wedding, & banquet contacts	266	1562
FB	Food and Beverage; chefs, Mgrs, dining@	632	2052
MEM	Membership contact	126	1100
Include	Uncategorized emails from club websites generally for contacts of importance	51	4524
Admin	Office personnel, or admin@, or CFO or controller	399	1203
Lodging	Lodging, reservations	6	216
League/assoc	Golf league or golf association contact	7	460
Coach	Golf Coach typically at a University	0	85

We also have email addresses for standalone driving ranges and off-course golf retail stores. Position categories are not as extensive.

We can compile a tailored list based on position, or a combination of positions, and also filter it by state, by type of course (private, resort, municipal, semi-private, etc.) or by a course characteristic (greens/guest fees, number of holes, number of driving range tee stations, etc.), or by a combination of any of these.

### Program Details

- Emails are for the Customer's unlimited use in their own internal sales and marketing efforts. They are not to be rented, sold, leased or otherwise disseminated to any third party or posted on any website.
- Emails are provided in an Excel file along with the Name of the Facility, City, State, Zip code, Phone Number, Type of Facility (GC, DR, Golf Store), Type of Course (Private, Resort, etc), Contact First and Last Name and position category. (Note: The Street Address is not included. Never-Search has a separate custom mailing list program, if this is needed.)
- Never-Search will provide replacements or a refund, Customer's choice, for any emails which bounce and are returned to Never-Search within 3 months of delivery. (Bounced emails returned from customers are used to cleanse our databases, so our emails are very up-to-date.)
- Cost is based on volume. Here is the Pricing Schedule:

Number of emails	Cost per email	Pricing example
Less than 2500	\$0.30	334 emails = \$100*
2500 to 10K	\$0.20	2500 emails = \$500
10K to 20K	\$0.18	10,000 emails = \$1800
Greater than 20K	\$0.16	20,000 emails = \$3200

\*Minimum order is \$100.